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# Spotlight

## ON FOREIGN MARKETING

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TO U.S. AGRICULTURAL ATTACHÉS AND FAS STAFF MEMBERS

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DISTRIBUTION AND USE OF SPOTLIGHT. The purpose of SPOTLIGHT is to provide the Attache and others in FAS with current information on trade activities and market development progress and possibilities. It is especially designed to assist the Attache in his contacts with representatives of foreign governments, the trade, and the press.

Although all material used is unclassified, SPOTLIGHT itself is not for distribution outside of Government. Distribution is limited to provide a medium in which we can talk shop among ourselves, try out new ideas, and occasionally make a few projections on future projects.

Attaches may use individual items in their contacts with foreign government officials and business contacts. The extra copies sent to overseas posts are for circulation to staff members and to the U. S. Information Service.

YUGOSLAVIA TO HAVE ITS FIRST SUPERMARKET. Following the U. S. supermarket exhibit at Zagreb Fair last September, the equipment was sold to Vracar, a Yugoslav enterprise. It is now being installed in the country's first U. S.-type supermarket in Belgrade. Enthusiasm for U. S. self-service merchandising techniques is evidenced by the Yugoslav's stated intention that "their" supermarket be American in every detail.

The U. S. supermarket is to merchandising what supersonic speed is to travel. Its development should be encouraged wherever possible. The U. S. is particularly competitive in the packaged foods merchandised in the supermarkets.

TOBACCO PROMOTION PAYING OFF. Recent statistics reflect favorable trends in U. S. tobacco exports to Japan. The Japanese fiscal year 1957 (April to April), Japan bought for dollars 3.2 million pounds of U. S. tobacco. In JFY 1958 Japan plans to up their buying of U. S. tobacco by approximately 40 percent.

Reason is the success of the 104(a) market development project for U. S. leaf now being conducted in Japan. Since the promotion got under way in June, 1956, two new brands of cigarettes (one filter tip) have been introduced to Japanese smokers. Both contain U. S. tobacco.

THE EXPORT PRICE OF WESTERN WHITE WHEAT - FOB vessel Northwest U. S. ports for the week of January 6 through 10 was approximately 7 cents per bushel below previously prevailing levels.



ADVISORY GROUP SUPPORTS DAIRY ACTIVITIES. The Dairy Industry Research and Marketing Advisory Committee recently expressed approval of FAS dairy products market development activities being carried out in Colombia and Thailand and dairy cattle promotion in Latin America. The Committee also approved FAS activities and plans relating to development of uniform export standards for dairy products, international commodities analysis, and foreign competition studies. The Committee recommended continued expansion of long-range export market development activities.

"COTTON--NATURE'S WONDER FIBER" is a new color motion picture designed to promote consumption of cotton abroad. The movie was produced under the FAS--Cotton Council International market development program. The picture will be reproduced with sound tracks in seven languages for use in nine countries in which cotton market development projects are under way.

The 25 minute long film stresses the versatility of cotton fiber. It shows the method of modern chemical finishes for cotton garments such as wash and wear characteristics, soil resistance, and water repellency. Other aspects covered are fabric finishing, application of dyes, printing, and modern resin finishes. There is also a dramatic sequence showing the life cycle of a cotton plant.

DEHYDROFREEZING AND DEHYDROCANNING will help reduce shipping costs. The new processes eliminate at least half the water content of certain foods before packaging. Successful experiments have been carried out with apples, peas and pimentos. Results were good. The quality of flavor remained at its old peak. Future developments should be watched carefully. Results should be an important factor in future export sales, especially some fruits and vegetables.

JAPANESE COTTON INDUSTRY FAVORS U. S. PROMOTION METHODS. Word has been received from Tokyo from the All Japan Cotton Spinners' Association that the per capita consumption of cotton goods during 1956 stood at 7.3 pounds, an increase of 20 percent over the previous year. The increase in consumption is attributed to the promotion campaign carried out in cooperation with the Cotton Council International and the USDA.

UTILIZATION RESEARCH will play an even greater part in developing new and expanded export outlets for U. S. agricultural products. At the present time an arrangement is in process whereby ARS will carry out utilization research abroad using funds accruing to the Department under Public Law 480. Work will be undertaken in both basic and applied research. Dr. G. E. Hilbert, Assistant Administrator, and Mr. Raymond W. Sooy, Assistant Director, Administrative Services Division, both of ARS, are getting ready to explore possibilities for utilization research projects in Finland, France, Italy, Spain, Israel and the United Kingdom. They expect to make preliminary inquiries at foreign institutions having highly trained, scientific personnel with specialized experience, unique techniques, particularly suitable facilities, or strong combinations of these factors which would enable such institutions to undertake specific investigations rapidly and efficiently.

CCC MONTHLY SALES LIST FOR JANUARY 1958 includes the following commodities: Butter, nonfat dry milk, cheddar cheese, cotton (upland and extra long staple), peanuts, corn, wheat, oats, barley, rye, grain sorghums, soybeans, flaxseed, rice (rough and milled), gum rosin, and gum turpentine.

Wool has been dropped from the list this month because all CCC stocks -- which totaled 149 million pounds as of November 1, 1955 -- have now been sold.

Interest rates per annum under the CCC deferred payment program for January 1958 are 4 percent for periods up to six months, 4-1/2 percent for periods from over six and up to 18 months, and 5 percent for periods from over 18 months up to a maximum of 36 months.

ABBREVIATIONS USED IN GUIDE TO COMMERCIAL SALES.

Wheat	H. W.	Hard Winter
"	S. W.	Soft Winter
"	S. R. W.	Soft Red Winter
Cottonseed Oil	B. P. S. Y.	Bleachable Prime Summer Yellow
Cottonseed Meal	Sh. Tn.	Short Ton
Soybean Meal	Sh. Tn.	Short Ton
Chicken 1/	R. T. C.	Ready To Cook
Turkey 2/	R. T. C.	Ready To Cook
Grapefruit Secs.	Lt. syrup	Light syrup
Oranges, Fresh	Std. Ctn.	Standard Carton
Lemons, Fresh	Std. Ctn.	Standard Carton
Peanuts	T. K. C.	Total Kernel Content
Apples	Ex. Fcy 138 & lgr.	Extra Fancy 138 & larger

1/ Ice packed. Add one to two cents per pound for export purposes.

2/ Frozen. No additional charge for export.

INSPECTION OF U. S. PRODUCE FOR EXPORT REACHES ALL-TIME HIGH.

Preshipment certification of U. S.-grown fruits, vegetables, and other produce--a service that makes for easier marketing abroad--is at all-time high. U. S. exporters who request USDA inspection of their shipments to comply with plant sanitation requirements of receiving countries avoid risk of expensive delays when products reach port.

CUBAN POULTRY AND CATTLE INTERESTS RECOMMEND DUTY-FREE IMPORTS OF CORN. The President of Cuba's National Association of Hatcheries and Feed Factories has recommended to the Cuban Minister of Commerce that authorization be granted for the importation of 100,000 Spanish quintals (about 181,100 bushels) of corn exempt from customs duties.

The Cuban price of corn in mid-November was quoted at \$2.54 per bushel c.i.f. Havana. The price f.o.b. U. S. Atlantic ports was \$1.52 per bushel. Corn imported into Cuba from the United States is currently subject to a duty of \$0.69 per bushel.



TABLE I, GUIDE TO COMMERCIAL SALES

Commodity	Unit	Grade, Type or Variety	Location	Latest Price week of 1/10/58	Price Year Earlier
Wheat 1/	Bushel	#2 H. W.	Galveston	\$2.42-2.52	\$2.50-2.55
" 2/	"	#1 S. W.	Portland	2.27	2.48-2.49
" 3/	"	#2 S. R. W. vessel	Baltimore	2.41	2.67
Beans	Cwt.	#1 Pinto	Gulf	7.25	--
Dry Peas	"	#1 Alaska (whole)	West Coast	4.60-4.70	--
Cottonseed Oil	Pound	B.P.S.Y.	Mar.Fut.N.Y.	.1712	.1695
Soybean Oil	"	Refined	New York	.1437	.1750
Cottonseed Oil	"	Crude	Valley	.1488	.1438-.1450
Soybean Oil	"	Crude	Decatur, Ill.	.1162	.1425-.1438
Linseed Oil	"	Raw	Minneapolis	.1500	.1320
Soybeans	Bushel	#1	Chicago	2.25	2.52
Lard	Pound	Refined 50# tin	Chicago	.1325	.1625
Tallow	"	Prime Inedible	Chicago-FOB	.07625	.0700
Greases	"	Choice White	" "	.0775	.0725
Cottonseed Meal	Sh. Tn.	41% Bagged	Memphis	57.00	57.50
Soybean Meal	" "	44% Bagged	Decatur	48.00	51.00
Milk, Evap.	Case	48-14 1/2 oz.	Pac.Cst.Mkts.	6.10-6.60	5.95-6.30
Eggs, Shell	Doz.Med.	Mixed colors	New York	.36-.365	.29-.30
" Dried	Pound	Whole	" "	1.15-1.31	1.02-1.12
Beef Trimmings	"	75-85% lean froz.	Chicago	.3450	.2325
Beef Hearts	"	Regular Frozen	"	.2300	.1150
Beef Livers	"	" "	"	.2000	.1450
Pork Trimmings	"	" "	"	.1800	.1500
Chicken, R. T. C.	"	Gr. A Broilers	New York	.32-.335	.30-.33
Turkey, R. T. C.	"	Gr. A Beltsville	" "	.44-.45	.44-.445
Canned Apricots	Doz. #2-1/2	Choice Halves	FOB-Calif.	3.075	3.00-3.15
" Peaches	Doz. #2-1/2	" "	" "	2.50	2.725-2.775
" Pears	Doz. #2-1/2	" "	" "	3.25	3.50
Grapefruit Secs.	Doz. #303	Fancy, Lt. syrup	FOB-Florida	1.75	1.60
Orange Juice	Doz. 46 oz.	Sweetened	" "	2.50	2.60
Oranges, Fresh	Std. Ctn.	Size 163 Valencia	FOB-Calif.	2.95	--
Lemons, Fresh	Std. Ctn.	" "	" "	2.59	3.65
Raisins	Lb. Bulk	Natl. Thompson	FAS-Calif.	.185	.125
Prunes	Pound	80-90	" "	.115-.125	.1175
Apples, Fresh	Box	Ex. Fcy. 138&lgr.	FOB-Washington	2.95-3.10	4.70-4.75

1/ Export payment-All destinations except Latin America and West Indies \$.71; to Latin America and West Indies, \$.68.

2/ Export payment-All destinations, \$.71. 3/ Export payment-All destinations, \$.57.

TABLE II, CCC PORT PRICES FOR EXPORT

Commodity	Unit	Grade, Type or Variety	Port Location	Latest Prices	Date of Sales 1957-58
Cotton	Bales	Upland	Any U.S. Port and storage location	\$ .2830	Dec. 30-Jan. 3
Corn	Bushel	No. 2 Yellow	Atlantic	1.28-3/4	" "
			Gulf	1.26	" "
			Laredo	1.40-3/4	" "
Grain Sorghums	Cwt.	Yellow Milo	Gulf	1.92-5/8	" "
Barley	Bushel	No. 3 & 4	FAS Gulf & N. W. Ports	.95 - .96	" "
Rice	Cwt.	Milled	Gulf	6.00	" "
Butter	Pound		Any U.S. Port	.39 (fixed)	" "
Milk	"	Spray, Drums	Any U.S. Port	.099 (fixed)	" "
Cheese	"	Cheddar	Any U.S. Port	.22 (fixed)	" "